

August Ambles Review

Date of Evaluation	November 2021
Period of activity:	August 2021 - October 2021
Summary	12 completed walks in various parts of the Lost Woods project area (including the walk with Tony Whitbread, originally postponed due to Covid).

1. Objectives of August Ambles

- **Consultation Objectives**

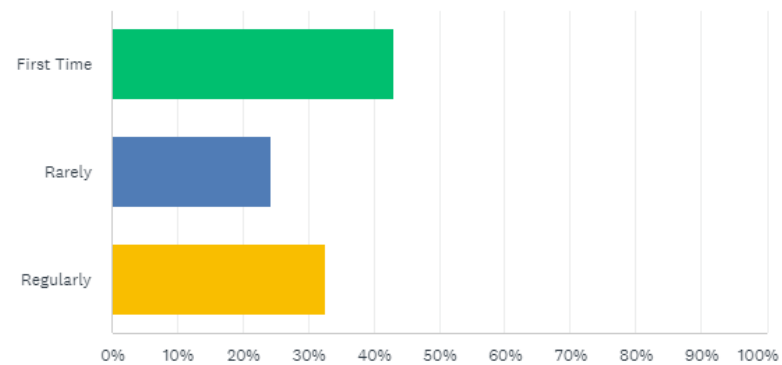
We held ambles to assist with contributing to the aims of the Lost Woods project, which are as follows;

1. Connect communities with their local woodlands for the mutual benefit of woodlands and communities
2. Engage and wider audience with woodlands especially underserved communities
3. Work with and connect woodland owners, conservation groups, community groups and local communities.

The graph below shows that approx. 45% of our walkers were visiting that particular woods for the first time and approx. 25% had rarely visited.

How often do you visit this woodland

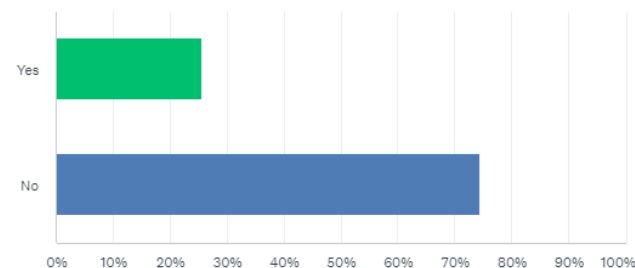
Answered: 95 Skipped: 0



Around 25% said they would like to be connected with a conservation group.

Would you like to be put in touch with your local conservation group?

Answered: 94 Skipped: 1



For the development stage, the ambles were held to contribute to the following;

1. Run community engagement events, consultations and surveys to garner interest, evidence need and identify users and non-users of woodland
1. Build up contacts within the area who will help improve reach into the more vulnerable and harder to reach (HTR) sectors of communities.
2. Identify up to 3* groups or locations with differing social, demographic or organisational contexts to pilot differing approaches to community engagement for the project.

Aims of the Ambles

- 1) [Test approach for engaging both woodland and non-woodland users.](#)
 - Of those that attended and completed the cards, only one person stated that they were less happy after, but she qualified it by stating that she was worried about how humans are not helping the environment. The remainder all stated that their mood was improved.
- 2) [Consult on how people would like activities to be developed and what activities they would like included in the project.](#)
 - We have results from the AA cards - see appendix 3 - 64 cards were input into Survey monkey
- 3) [Spark interest in becoming more involved in the project](#)
 - 16 people indicated on the AA cards that they would like to be put in touch with their local conservation group
 - 1 person stated that they could teach Led Woodland Walks

2. Consultation - Brief description of the methodologies used

- At the beginning of each walk, we introduced the Lost Woods and explained what it was about. We asked walkers if they would complete a short survey at the end of the walk. (The AA cards mentioned above).

We collected the cards and uploaded the responses to Survey Monkey.

- We also spoke individually to many of the participants
- We also asked partners, for example walk leaders, for their views on strengths and weaknesses etc
- We analysed metrics from social media
- We reviewed analytics on where participants came from / how they knew about us
- When the Ambles were complete, we held a lessons learnt workshop

3. Summary of Main Results

- Overall, this was a successful methodology to reach local people interested in woodlands
- 15 seems to be about the maximum optimal number so it is not a way to reach large numbers of the public
- Each Walk needs significant time to plan and follow up. And next time we should spend more time with the Leader to get the message across
- It was time-intensive to organise. We begun four months in advance.
- The word Ambles worked well
- The walks created lots of information on requested activities, i.e., it was a good consultation methodology
- In stage 2 we will have time for follow-up. The walks are only really a success when we have followed up on enquiries/expressions of interest.
- In Stage 2 we should develop more walks led by local groups and volunteers, for enhanced sustainability and success
- Eventbrite is very good

PAYMENT -

- Most of our events were free. After reviewing the evidence, we are not opposed to low-cost paid events (e.g., £3).
- We decided the 'Forest Bathing' / private sector walks were too expensive, and we would not repeat.
- Next time we should absorb the cost of the Eventbrite ourselves and not pass it onto the attendee.

WHO? - August Ambles predominantly attract WU (Woodland users). It did not attract NWU (non-woodland users).

- In general, they did not attract underserved communities although some attendees had physical/mobility constraints.
- Other attendees said they were attending today because of the solidarity/safety of the group. So that is reaching underserved to an extent.

PUBLICITY

- This year we focussed a lot on Facebook posts before a walk to try to attract people.
- Next time also put FB posts after the walk, with local photo/local people. Those attract a lot of interest
- Next year we won't have all the difficulties of Covid, (we hope) which caused us all sorts of difficulties, and lower attendance
- We did a lot of digital promotion. Next time we should ALSO promote locally, in 'old media' ways, e.g., posters on notice boards.

NEXT TIME

- A wheelchair accessible walk
- A more vigorous 'exercise walk' (hosted by the Ramblers)
- A walk with a deaf signer.
- A training walk with our Woodland and Conservation (W&C) groups so that volunteers and leaders can practice the skills
- Twelve in one month is too many if we have other activities at the same time
- August not necessarily the best month
- In Stage two try to build an annual event and an annual following

4. Detailed discussion and review by walk and by many stakeholders

Amble	How many came	Eventbrite page views (EB) Facebook page views (FB)	Who attended? Who didn't	Where did they come from	Location and topic of the Amble	Walk leader. Style- Feedback from them.	Leads for further engagement
Tottington woods (Torrential rain that morning, & floods)	1	66 (EB) 2,678 (FB)	Joe Downie attended Balint Marjai (x2) didn't	Arundel - Male 35 - 44 years old Volunteered for Arundel Wetland Centre - will move to Wales to intern at Centre for Alternative Technology (interest in woodland management)	Tottington - Small Dole Why we cut down trees and benefits to wildlife	<p>Malcolm had prepared before, doing a walk around and had notes with him - shame only one person turned up</p> <p>Malcom and Helen Knight</p> <ol style="list-style-type: none"> 1. Do you have any comments on the publicity? 2. What was your opinion on the numbers of attendees? 3. Did you enjoy the walk? 4. Did you think it was useful? 5. Is there anything we should change if we did the Ambles again? <p>1. Most of the publicity I saw was through our own Facebook page. Given that we kept our membership informed it may not have reached a much wider audience.</p> <p>2. Dismal! It was a wet day and only one person attended beyond the Lost Woods staff.</p> <p>3. Very much.</p> <p>4. Certainly useful.</p> <ol style="list-style-type: none"> a. We connected with the Lost Woods staff. b. It gave us practice following Covid of leading walk and talk sessions. c. Perversely, the poor response reflected our previous experiences, and was reassuring that we had not been getting things wrong. <p>5. This is a conundrum we have worked with for years, and never found a satisfactory solution. I think you can just keep plugging away.</p>	Builds relationship with Tottington Woodlanders

Mens SWT It is being re-run on 7 October, same place, person etc.	0	252 (EB) 1164 (FB)	Postponed due to covid. 7/15 tickets booked Eventually held and 13 people attended.		The Mens - Billingshurst A Wander through the wild wood	Dr Tony Whitbread	Partnership working with SWT Tony's knowledge was appreciated by the walkers. Potential to have knowledgeable walk leaders to run our walks.
Butchers wood	8	Advertised by the Woodland Trust	Robert Laslett Philippa King Peter Gardner Josephine Caulfield Les Gunbie Liz Edmunds Ali Leftwich Simon Leftwich Amanda Felix		Butchers Wood - Hassocks "Action for Ash"	Phil Truluck- Phil's style was light and humorous despite the weighty topic. Informative but engaging. J	Partnership working with WT I believe the local vols group was strengthened. They had some new potential vols
Tilley's Copse	1	102 (This event was limited to the Hurst Meadows working group until 3 days before the event, where it was opened to the public)	Booked Will Spankie John Moore-Bick Alison Chivers John Lowman Claire Majsai Michael Clemens (x2) Donna Willis Marielle Carr (x2) Rowena Ganguli booked but could not attend. Lauren Finch turned up speculatively.		Tilley's Copse - Hurstpierpoint Woodland management - threats & issues	Mail from Graham "It was a great networking opportunity to facilitate discussion between local community residents, stakeholders and parish councillors about what they want the woodland to be and do in the future; there was a genuine sense of enthusiasm. This is exactly the kind of work the project is seeking to facilitate and then carry on supporting with training and guidance. Local resident Lauren who has a chainsaw licence will be a great asset to any future community volunteer group. John Moore also attended from Plumpton College; they are located 7 miles east of the site and they do land-based Further and Higher Education courses). "	Potential Volunteers - Lauren Finch, Marielle Carr, Jeff Carr, Steve Witchell

Costells wood	16	Advertised by the Woodland Trust 208 (FB)	Lyle McElderry Graeme de Lande Long Fran Rawlinson Ken Whitehouse Alison Hollands Suzi Lock John Lace Laura Stevens-Smith Colin and Judith Staff John Green	Lewes, Kingston, Hassocks, Bolney amongst others	Costells Wood - Scaynes Hill - management of ancient woodland and wildlife	Phil said how he appreciated that it was an amble, just what he needed during a very busy time in his job.	The question is, because most of them were not local, will the local group have been strengthened or not? Very unlikely I think No-one showed any interest in the volunteering that was mentioned or asked about it. One lady has a wood in Bolney and I gave her my details but she hasn't been in contact.
Family Fun	9	68 (EB) 794 (FB)	Booked Bernadett Simmons (x6) Krysia Rawlinson (x3) Nikki Chapman-Howe Balint Marjai (x2) I believe that all attended apart from Balint?	2 Families Booked on together 1 x parent + 2 children. They heard about it by word of mouth partly. One family knew the common 1 x parent + 2 children / grandparents + sister (visiting) Both families came from Shoreham	Ditchling Common - Wivelsfield Family Fun walk and picnic	Karen Laver Very well prepared, made families feel welcome. They enjoyed the dos and don'ts of dog game which was a good icebreaker	Both families seemed to really enjoy the event and one mentioned that the word ambles appealed to her. They enjoyed learning about the oak tree, and I think would come to further events.

Wonder of Woods Mill 1	20	109 (EB) 2761 (FB)	<p>Fully Booked; Helen Perry (x2) Gillian Perry (x2) Lyle McElderry Marylin Thomas Mandy Boote Barry Reynolds (x2) Angela Corney (x2) Jeannie Flynn (x2) Christian Moffatt (x2) Jane Tomlinson (x2) Kat Fernand (x3)</p>	Plenty of the attendees had heard of Blencowe. They were a knowledgeable crowd who had been on other similar walks	Woods Mill - Henfield The Wonder of Woods Mill	<p>Michael Blencowe</p> <p>Very Knowledgeable Captivating Right number of people / any larger would have struggled to see and hear</p> <p>1) Do you have any comments on the publicity? No. All seemed fine and certainly worked</p> <p>2) What was your opinion on the numbers of attendees? Perfect. We try to limit the group sizes as we find that above a certain number (20) the group becomes harder to manage and communicate with. This also affects the enjoyment of the attendee.</p> <p>3) Did you enjoy the walk? Yes. It was good to be out leading events again. Something I enjoyed was meeting a new audience. As SWT advertises through their own social media channels etc we often get the same people attending regular events. It was nice to meet a new group - many of whom had not attended a walk at this reserve before. It was also great to have assistance from the Lost Woods team both in promotion and on the day when having someone to 'check in' attendees, act as back markers or take photos took pressure off me and allowed me to focus on leading the walk.</p> <p>4) Did you think it was useful? Yes, hopefully I was able to raise the profile of woodlands in the region, their management and wildlife and contribute to the aims of the project</p> <p>5) Is there anything we should change if we did the Ambles again? No.</p>	<p>Partnership working with SWT</p> <p>Useful conversation with Kat Fernand who is keen to work on future wellbeing events</p>
Story telling (Paid. £3)	7 + Will's family 4	70 (EB) 867 (FB)	<p>Booked: Rosie Flower (x2) Sarah Slight (x2) Jonathan Badcock (x3)</p>	Families from Worthing, Shoreham and Hurstpierpoint. All with one child and Will's partner and children. One family (from Hurstpierpoint) found out the day before from Will.	Woods Mill - Henfield Story telling walk with Will Ewart	Will Ewart and organised by Karen Laver	<p>Possibly the lady from HPP who was very knowledgeable about flora and fauna, I mentioned the HPP group to her, she had heard of one person.</p> <p>She might make a good person to accompany a walk for families, but she didn't volunteer.</p>

<p>Wild in Washington</p> <p>Note that Washington is a small place</p>	<p>None</p>		<p>This event was disappointingly unsuccessful. No-one firmed up so the event did not happen. Our role in this day was only publicity for an event organised by a local group. This was one of the few events where we did not even set up an Eventbrite, we just gave the email of the organiser.</p> <p>Therefore, our learning is: Our publicity 'machine' is not sufficient to bring people to this sort of event (at least in August, in Washington) The paid BN1 advert (reaching a Brighton audience) did not pay off. We should probably have set up an Eventbrite.</p>			<p>From Emma the local organiser- "Sadly, our day wasn't attended and we heard no response at all from your advert, there was a couple from our Facebook advertising but no shows on the day. We are just sitting with it and working out possible changes to make it more appealing! From your experience does charging for activities make them more attended.... we were just considering this, because of the no shows. thinking that they had not paid anything, so it didn't matter. Any other tips would be amazing. Thank you for your support"</p>	
<p>Wonder of woods Mill 2</p>	<p>17</p>	<p>108 (EB) 2598 (FB)</p>	<p>Booked: Tony Hollman Hannah Paradise Bryony Hawkins Nicky Scott Lynn Staff John Lace (x2) Den Barrett Katherine Green Emily O'Brien Carol White (x2) Alice Denny Joe Downie Ann Blakelock All attended</p>	<p>Steyning Lewes Brighton 6 attendees were SWT members</p>	<p>Woods Mill - Henfield The Wonder of Woodsmill2 with James Duncan</p>	<p>James Duncan Very Knowledgeable Captivating Right number of people / any larger would have struggled to see and hear</p>	<p>Hannah Paradise, Bryony Hawkins and Alice Denny all indicated they would like to volunteer.</p> <p>Lynn Staff mailed to say she had joined SWT following this walk</p> <p>Partnership working with SWT</p> <p>Connection with Greening Steyning</p>

Mental health walk and talk	7	138 (EB) 5930 (FB)	<p>0 attendees 7 booked Max SM (x3) Caroline Whiteman Beverley Fleet Sara Pankhusrt (x2)</p>		Bedelands Nature Reserve - Burgess Hill Wellbeing Walk	<p>Julia Gillick</p> <p>“I was reflecting on yesterday and thought it might be helpful to mention a comparative event I ran this summer, which was a series of walks for people with hidden disabilities. In order to guarantee attendance for those events, I advertised really widely via existing organisations involved in MH services, then had to engage with each participant via email, follow up with 2 or 3 messages as the date approached, provide support with transport, text them individually the night before etc and even then some of them didn't show up! I think these populations (i.e., those with mental health issues) are tricky to reach because motivation and confidence might be lacking, and there can be a perception of too many barriers to coming along for an outdoors event. Just my thoughts. So, if we did try to re-arrange this event, I think it'd be worth really considering how best to engage those people who really need the intervention.”</p>	<p>No- Need far more engagement with people who book on, check in and phone call, Need to review the information as there were wo many people who look and didn't book Julia's approach would be good for a group who already know each other but perhaps the write up was a bit too intense for individuals.</p>
Forest Bathing x2 (paid) £16 each	0	Because it came right at the beginning of the month, I don't think we advertised it much on local Brighton FB sites. We got better on that later in the month.	<p>None 2 attendees were booked for the Tuesday, but Amanda asked them to carry forward to the Friday, which was subsequently cancelled</p> <p>The 2 Forest Bathing August Ambles -</p> <p>We wanted to know if we could attract a Brighton audience into the LW project. (LW being interior of Sussex). We wanted to learn if people would pay for that sort of event. So clearly, we were targeting a middle-class (well off) audience. Our learning on both these issues seems clear. No people won't pay. No, Bri people did not flock to be interested. Although there can always be more discussion about marketing, publicity etc.</p>			<p>Amanda Bate Conv with Amanda 07/09 - Amanda wondered if because it was half price, it was undervalued.</p> <p>It could be that families just wanted to hunker down in August and go off somewhere like Cornwall, to get away from it all.</p> <p>We wondered if calling it Woodland Wellbeing - Mindfulness in nature rather than Forest bathing would help people understand the concept better and make it more approachable. For the AA reviews, lots of people asked for mindfulness in the woods.</p>	<p>If we ever want to galvanise Brighton audience again, we should take specialist advice.</p>

Daylands Farm	3	129 (EB) 124 (FB)	Attended; Shirley Cross Peter Desmond Chris Lee Cancelled; Sarah Curd Ann Blakelock (x2) Leslie Ainslie (x2)	Lindfield Brighton	Daylands Farm - Ashurst	Derek Crush Very Knowledgeable Interesting Dislikes Knepp Estate and vocal about it 1. We were not aware of publicity 2. Disappointing no of attendees 3. We enjoyed the walk very much & the interaction with attendees 4. It was very useful; everyone seemed to get a lot from it, asking interesting & relevant questions 5. More attendees would make it more worthwhile	Peter Desmond and Chris Lee are founders of Fairer World Lindfield and started the Climate Cafes, zoom lectures and repair cafes in the area. Shirley Cross has discovered a passion for growing flowers and vegetables during lockdown and has become interested in discovering the local natural area, she would make a great advocate as she is a warm and funny communicator.
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6. Detailed discussion by issue

ISSUES	Learning
What ages did we reach?	Mainly 45 - 70 year old's Although we held AA in school holidays almost no children attended any apart from those geared specially at families. We had 10 in total, 3 belonging to a walk leader
Effectiveness of ambles in reaching woodland users	Effective, most that attended had been to sites before As enjoyable and informative events they were good for people who already like woods, perhaps not so good for engagement in the Lost Woods project, but if done regularly this could develop especially if we work on the engagement element. <ul style="list-style-type: none"> Was August the best time? Only one event was family friendly. Young families find it hard to attend with children Working people - walks during the day No walks at weekends / team couldn't give up all weekends Would it have been better to do a few walks in different seasons? Evaluated different months vs attendance
Effectiveness of ambles in reaching non woodland users	Not effective Would it have been more effective to approach groups / organisations to book them onto a walk tailored to them, rather than just public? More diverse groups / reach more 'underserved' communities.
What we still don't know but we'd like to know	Why people didn't come Why people looked but didn't book on Where people heard about the event as many couldn't remember How do we reach non woodland users
Effectiveness of Consultation devices 1. Talking 2. A5 Evaluation cards	1. When number of attendees were low - chance to chat more and find out more about them and promote project. At Daylands farm we all sat down for tea and biscuits afterwards - this allowed for more conversations 2. Very good. People were happy to fill them in / short
Planning	Did we have too many walks? A lot of pre-planning was needed / risk assessments / publicity We needed more time to think through and plan each amble, I think we did far too many and with less each one would be better. We needed more time to talk to the walk leaders, James from SWT said "the last thing we need is more woods" - and Phil mentioned woods not needing management - Lost woods messaging not coming across or is confusing.
Booking speakers	Fairly straight forward thought some were more last minute than others which was nerve-wracking

<p>Use of Eventbrite</p>	<p>Did this put people off? 2 attendees found the walk via Eventbrite Sent a reminder to those that booked on Captured email addresses Eventbrite gave good data on the amount of hits per event as opposed to the number of tickets bought, this is summarised above. Eventbrite, should we incorporate the fee (we did with Will Ewart storyteller). Income & accounting seemed to have been very smooth. Shall we use that again in the future?</p>																								
<p>Success of Publicity 1 PAID ADVERT IN BN1 MAGAZINE</p>	<p>I cannot see any evidence that this increased the attendance at the AAs. In fact, we thought that the readers of BN1 would be keen on the Forest bathing, which had very little interest.</p>																								
<p>Success of Publicity 2 PAID FB ADVERT</p>	<p>There were two in August (one not charged for due to John Muir Award time credit). The Advert covered the whole of project area, including Brighton and Billingshurst. The Adverts ran 28th July - 11th August, and 11th August - 25th August.</p> <p>Total budget: £84.00 Total Impressions (Delivered to this many people): 109,382 Total Reach (People that saw it on their page): 53,056 Results (How many people are likely to remember your advert after 2 days: 2,900 Cost per result: £0.03</p>																								
<p>Success of Publicity 3 UNPAID SM POSTS ON OUR OWN CHANNELS AND POSTING ON OTHER GROUPS</p>	<p>AirS does not have a big reach via its SM. Michelle has worked out we have 11 different SM channels between us. Posting on Groups e.g., Hassocks uncovered. It's quite easy and in theory can reach many people.</p>																								
<p>Success of Publicity 4 PUBLICITY DONE BY ALLIES EG SWT, LW, SWA</p>	<p>Steve has written to them to ask what they did. An e-mail was sent to the allies on 27/07 asking them to advertise far and wide. It might have been a good idea to follow this up and press partners for their support. Steyning for Trees sent to all members Community Works - sent out via their members list to over 200 organisations in the Worthing / Brighton area</p>																								
<p>Success of Publicity 5 MAILSHOTS, EG 'AIRS BULLETIN'</p>	<p>Michelle - 1st Bulletin sent out advertising AA to AirS Village Hall subscribers, 2nd Bulletin sent out to existing Lost Woods subscribers on Mail Chimp, 3rd Bulletin sent out to via Mail Chimp to a subset (33) of those who agreed to receive marketing mails from the survey, 4th Bulletin sent out to the remaining people who agreed to receive marketing mails via Mail Chimp Bulletin had links to the website/Eventbrite links for AA It is hard to draw a conclusion as to the success of the bulletin, but there are over 320 village hall subscribers and now over 150 lost wood subscribers, so you would think that we would have had a better uptake.</p> <p>Data from Mail Chimp re the first 320 bulletin 185 opened, 15 clicked on the links</p> <p>Predicted demographics ■ Female ■ Male ■ Another Identity ■ Unknown</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="931 1304 1519 1927" style="width: 48%;"> <p>Gender Recipients Opens Clicks</p> <table border="1"> <thead> <tr> <th>Gender</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Female</td> <td>43.9%</td> </tr> <tr> <td>Male</td> <td>52.5%</td> </tr> <tr> <td>Another Identity</td> <td>0.0%</td> </tr> <tr> <td>Unknown</td> <td>3.7%</td> </tr> </tbody> </table> </div> <div data-bbox="1519 1304 2504 1927" style="width: 48%;"> <p>Age Range Recipients Opens Clicks</p> <table border="1"> <thead> <tr> <th>Age Range</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>0.0%</td> </tr> <tr> <td>25-34</td> <td>1.7%</td> </tr> <tr> <td>35-44</td> <td>3.4%</td> </tr> <tr> <td>45-54</td> <td>15.2%</td> </tr> <tr> <td>55-64</td> <td>18.6%</td> </tr> <tr> <td>65+</td> <td>61.0%</td> </tr> </tbody> </table> </div> </div>	Gender	Percentage	Female	43.9%	Male	52.5%	Another Identity	0.0%	Unknown	3.7%	Age Range	Percentage	18-24	0.0%	25-34	1.7%	35-44	3.4%	45-54	15.2%	55-64	18.6%	65+	61.0%
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Success of Publicity 6 PRESS RELEASE	The Press release was picked up by Uckfield FM and put on their website, Sussex local also gave me access to their events page and all AAs were uploaded to their site. It is difficult to measure the success of these. The Press release was printed in the Sussex Express, but we are unsure if any other local papers ran it. Sophie Bartlett (potential volunteer) contacted us, saying she had seen us in the Mid Sussex Newsletter, which I believe is the Mid Sussex district council newsletter (which I have now subscribed to).
Success of Publicity 7 Hard copy A5 flyer	We did hand out a lot of these at the Sussex County show, at the Amberley Museum environment day, but we do have a lot left.
Publicity 8 Should we have had hard copy posters, one by one, to put up in local shops & notice boards	I think this would have been a good idea The AA general poster was put up in the window, in a prominent position, in the Lewes Tourist office. It was also put up on the Dial Post village notice board. Fran gave to several shop owners in Henfield to put up / difficult to promote the ambles with just one poster - hard to include all information.
Preamble communication with attendees	Fran emailed all attendees beforehand as a reminder/directions. Daylands Farm - received cancellation emails or text back. We needed to all have access to Eventbrite to be able to check who was coming when Michelle wasn't working. There was a glitch with the family walk information with some information saying go to Tottington woods rather than Ditchling. This was noticed and remedied about a week before the walk. The reminder was fine though. Would have been good to do this for the wellbeing walk
Two were paid, some were unpaid - what do we think we learned?	All that booked came to the storytelling walk whereas 2 that booked for the family fun, didn't thought this might have been due to the wrong info on the first booking email. I think the paid events were a little much, maybe by donation could have been better?
Asking donations for an amble	Michelle found it awkward to ask for a donation (but how did the attendees react?) - Michelle - of the 3 attendees, the couple approached me and gave me a donation, however, I did feel awkward mentioning it to the 3 rd attendee, as it would have been a pointed request to hand over money, which is not a donation. If there had been more attendees, I would have been more at ease to mention it to them.
Value for money	Jessie- for this programme not value for money but catered to the right community in their local setting, with key community involved, possible very good value.
Communication between airs team	Good communication / updates at team meeting / well organised In hindsight, we could have automatically sent attendee lists to walk leaders, so no-one had to ask for them. Jessie
Decision to ban dogs - correct or not?	Yes, it could be very distracting to have dogs. One child was afraid of dogs. Can do walks for dog walkers Jessie felt it would have been good to have one dog friendly event maybe engaging with Dudes with Dogs?
Maximum number of attendees we set, was it good?	Could have had more on Phil's walk, storytelling, and family fun yes. Michael Blencowe stated that 20 was enough for the Woods Mill walks and having attended one, if you were at the back, it was difficult to hear, so 20 was a good limit for that venue.

Appendix 1 - August Ambles Evaluation Document - ongoing diary & comments, by Michelle

Date	Action	Link to Document/ website/page	Outcome	Lesson Learned
18/05/2021 - to date	August ambles were uploaded to an AirS website page with links to either the Eventbrite pages or to the booking forms (in the case of the Woodland Trust)		Sales started, but were slow	We cannot rely on the website alone; we must be promoting also.

Date	Action	Link to Document/ website/page	Outcome	Lesson Learned
June/July	Eventbrite links for each Amble published		<p>1) Whilst Tony Whitbread's walk (on Wednesday 4th August) was publicised greatly on social media, the ticket sales had been set to stop too early and the event closed over the weekend of 31st July/1st August, even though we were still promoting it.</p> <p>2) We noticed that if we didn't use engaging words, the event didn't sell well</p>	<p>1) Eventbrite was reviewed and all ticket sales were amended to stop at midnight on the day before.</p> <p>2) We amended the words for Daylands farm to 'A lovely walk around Daylands farm', sales increased slightly.</p> <p>We need to give more detail to the Storyteller walk as it is too bland and not engaging enough yet. We need to know the story theme.</p> <p>Engaging succinct wording is required to capture the imagination of the person who is looking/booking</p>
July	BN1 ½ page advert and editorial in June, July and August issues.		No hard evidence of a large increase in bookings on the website following advertising.	
15/07/21 & 28/07/21	<p>Marketing e-mail set up to promote AA sent out to</p> <ol style="list-style-type: none"> 1) All AirS staff 2) All LW Partners - attendees at the monthly team meeting, WT, SWT, SWA, SameSky, Vikki Fenner, Arianne <p>"August Ambles are a set of a dozen short walks in the woods in Sussex. Please would you share the email below widely to your family and friends, local community groups, e-lists etc. Anyone interested in green or environmental issues or who loves nature might like to come along."</p>			
27/07/21	Press Release sent to local and national radio and press to the list located in SharePoint	Free walks/talks in Sussex woods - August 105 Uckfield FM Events - Sussex Local	<p>Uckfield FM located the Press release on their website</p> <p>Sussex Local sent us a link to upload the AA's on their what's up guide on the website</p>	
29/07/2021	2 Posters put up in Dial Post Village		Potentially may have increased the Daylands farm booking - but those who did book, did not turn up on the day.	
29/07/2021	Facebook Ads run			
29/07/2021	Instagram Post featuring Posters in Dial Post			
31/07/2021	Individual Facebook shares of all the AAs, but The Mens walk, Forest Bathing and Phil Truluck's walk/talk on ash die-back.			

Date	Action	Link to Document/website/page	Outcome	Lesson Learned
30/07/2021	<p>Steve - "Every day I am putting a few posts up on social media to publicise August Ambles, I know Fran is too. Michelle, we need to somehow capture this, both for the evaluation and for doing it again for the next LW events, e.g., Photo comp and Sept 25th and so on into the future.</p> <p>So, for e.g. I have joined and posted on FB Billingshurst Village Help & Information - reach to 6000 Billingshurst Village (I think) 1700 Also posted on Billingshurst PCC Hassocks Uncovered - 8000 Lewes present - 12000 Lewes Urban Arboretum, Trees Committee of Friends of Lewes SWOG Small Woods Owners group (not so useful because is national) 6000 Laughton Greenwood 600 Greenhavens Network 1,200</p>			
20/07/2021 -04/08/2021	<p>Bulletin sent out advertising AA to AirS Village Hall subscribers 2nd Bulletin sent out to existing Lost Woods subscribers on Mail Chimp 3rd Bulletin sent out to via Mail Chimp to a subset (33) of those who agreed to received marketing mails from the survey 4th Bulletin sent out to the remaining people who agreed to receive marketing mails via Mail Chimp Bulletin had links to the website/Eventbrite links for AA</p>		<p>The Lost Woods audience on Mail Chimp now has 163 subscribers, which we can now send information out as a whole.</p> <p>Update 25/11 - LW now has over 400 subscribers on Mail Chimp</p>	
02/08/2021	<p>Forest bathing in Stanmer Park on Tuesday 03/08/2021 had only 2 bookings despite sharing the event on FB groups and personal accounts. The decision was taken to cancel the Tuesday event and see if the bookings would attend the Friday evening event. I have added the Friday event to Sussex Local's what's on page and shared it on FB again. Amanda is sharing on her side too</p>		<p>Potential factors for the lack of uptake for Forest bathing.</p> <ol style="list-style-type: none"> 1)Cost 2)August holidays 3)Weather 4)Covid 5)Forest bathing so new that people are not yet seeing it as an event to attend? 	<p>Amanda says that her private events are normally booked up.</p>
02/08/2021	<p>We noticed that the Phil Truluck walk, because it was advertised via the Woodland Trust, was not automatically advertised in our paid FB ad for the AA.</p>	<p>Events - Sussex Local</p>	<p>We set up an individual event/page on FB to advertise and this walk is also on the Sussex local What's on page</p>	<p>The only thing we can do is actively share from LW FB page onto groups we are joined too. Not sure if there is any other way around it. A learning for next time.</p>
2/08/2021	<p>Unfortunately, due to Covid Isolating, Tony Whitbread's walk has had to be postponed.</p>		<p>The walk is to be re-scheduled around October time - to be confirmed The attendees have been informed via mail within Eventbrite.</p>	<p>There are going to be circumstances beyond our control, and we need to review each, to work out the best course of action. In this circumstance, it was felt that people had probably booked on the strength of experiencing a walk with Tony Whitbread and to continue the walk without him could leave people disappointed.</p>
02/08/2021	<p>Marketing e-mail set up to promote AA sent out to AirS Trustees</p> <p>"August Ambles are a set of a dozen short walks in the woods in Sussex. Please would you share the email below widely to your family and friends, local community groups, e-lists etc. Anyone interested in green or environmental issues or who loves nature might like to come along."</p>			

Date	Action	Link to Document/ website/page	Outcome	Lesson Learned
5 th August	<p>Ash dieback at Butcher's Wood Jessie and I went to this yesterday, it was good. Brief learning points:</p> <ul style="list-style-type: none"> - Useful to arrive early, introduce yourself at the beginning and tactfully jot down people's names if possible as they arrive - Wear an AirS fleece if you can - We were about 12 yesterday which is a pleasant number, people came and went - Having the evaluation card is good, ask people's number at the beginning, try to keep the cards, then get them to fill in at the end - Take lots of pens - Sarah says there are pens in the stationary cupboard at the office. Otherwise buy. - They won't all fill them in but every little helps - Ask at the beginning if anyone minds photos. Yesterday it was all light-hearted and no-one objected. - Take first aid box - I thought having two of us was good, it allowed us to 'work the room' i.e., chat to different people. I learnt a lot - Jessie identified people to talk to re oral history, & captured a few key names and phone numbers etc - Take photos and put on social media the next day - it's an opportunity to publicise the upcoming ones - I took some surveys with me and had intended to hand them out at the end to anyone keen. But it was raining and I was focussing on the eval cards. - Phil Truluck was very pleasant and didn't query anything. 			

Appendix 2 - SWOC Evaluation

Visibility - Engagement	Consultation on Activities	
Woodland Users (WU)	Non Woodland Users (NWU)	Hard to Reach(H2R)

Strengths	Weaknesses
WU - good to be seen on social media	Didn't engage local people with local woods, other than Butchers Wood and Tilley's Copse
Local communication - understanding our role	Same old people
Develop with local groups	Needed more engagement with leaders
Nice partnership working	Not H2R or NWU
Visibility - we did as much as possible, publicity, marketing, partners, platforms, and networks - we learnt about FB groups	

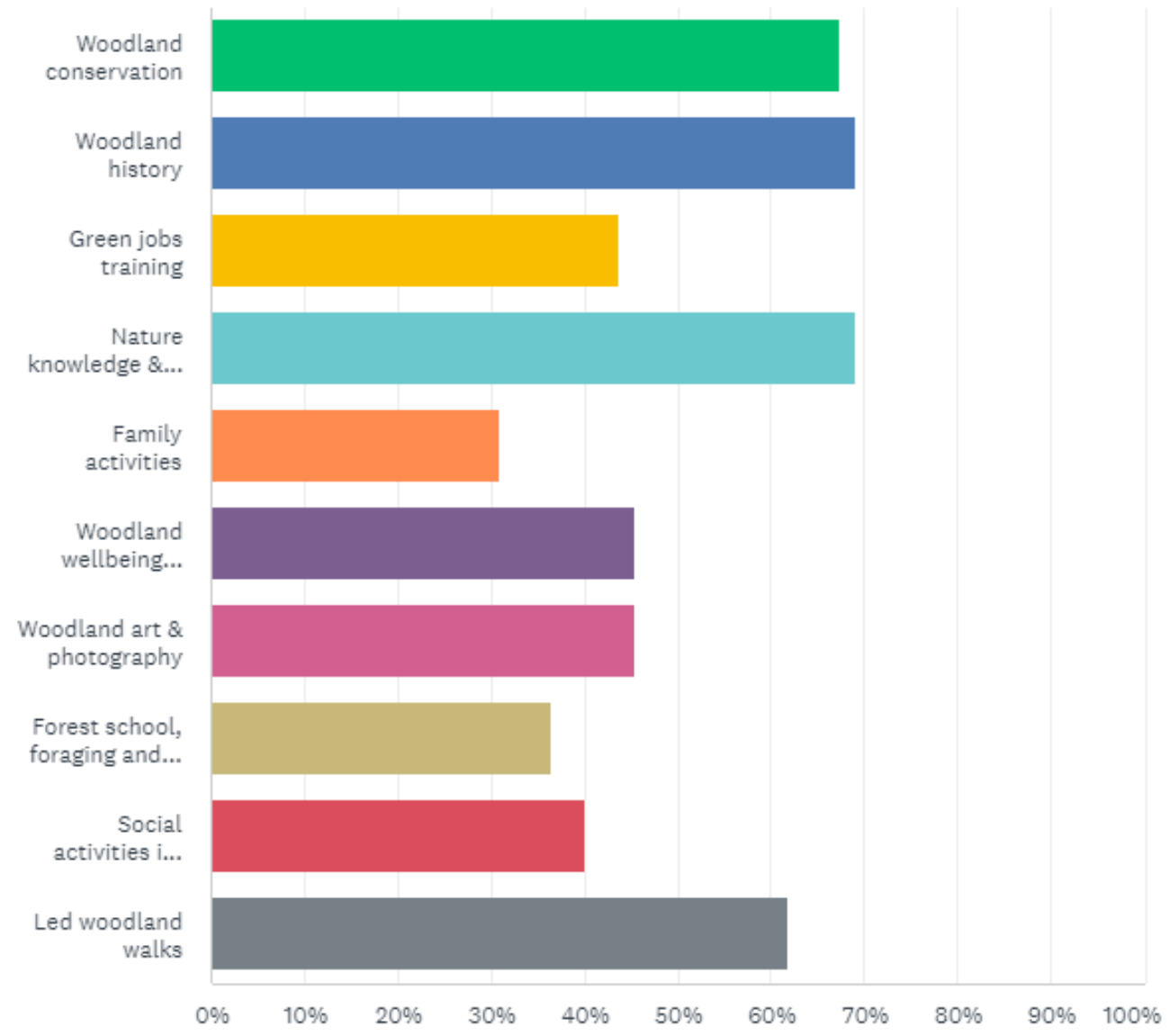
Consultation - See results of cards, we built our relationship with local groups, citizen science	
Engagement - The Card and questions, 20 said they would like to get involved/be put in touch with a conservation group, a few for mailing list and future activities	
Opportunities	Challenges
Doing it yearly would create more word of mouth/build up cyclicity	Covid
Include local people with knowledge	Needed specific poster
Learning walks	Social Media reach didn't have a high percentage of engagement
Activity walks	Visibility - Paid £150 for BN1 advert
Varied to capture interest, but tailored to local groups and be sustainable	SWT and WT only (or mainly) advertised their own
Use an event planning template and a publicity plan/template	Need a hook to draw in NWUs
If doing again, plan walks for different seasons/time of year/weekends	H2R walks are very time intensive
Debrief and reflect after each walk (and event)	
Remember on social media to make 5 offers before 1 request	
Everybody who paid for the Storytelling event came - next time experiment with charging for some walks - £5 including Eventbrite fee, but find a way to keep it cheap for families	

Appendix 3 - What people want to learn and what they value

Word cloud generated from the question, what have you valued most from today?



Amblers indicated that they would like to learn the following.



Ends

29-11-21